Scott Christensen

Growth design leader with 15 years of experience, connecting design craft to strategy and growth

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Experience

2026 – Present
Salt Lake City

Co-founder
SendSight *(sendsight.ai)*

- Created SendSight from inception: a live map of lifecycle marketing programs with automated journey insights
- Built the product from the ground up, connecting read-only to Iterable, Customer.io, Braze, and Klaviyo
- Went to market with founder-led sales alongside my technical co-founder, reaching $100K ARR in the first year
- Signed a dozen enterprise organizations through sales-led efforts

2023 – 2025
Remote

Design Lead, Growth
Mercury *(fintech for startups; joined at Series B)*

- Led growth design focused on activation
- Focused Funding: redesigned the funding flow with deliberate friction, lifting Day 30 deposits 7% (about $2.3M ARR)
- Viral Upsell: rebuilt the flow with layered education, lifting new accounts from viral entry points 6%; covered PM scope
- Helped launch new products, including Mercury's Slack app and financial SaaS for Bill Pay and Invoicing

2020 – 2022
NYC (remote)

Director of Product Design
H1 *(Series C, Y Combinator startup; joined at Series A)*

- Hired and managed a team of 6 designers as a player-coach, including contractors
- Directed design strategy amidst hyperscale company growth
- Launched 4 new products (B2B and B2C), creating a product suite
- Created and led a UI guild to build the design system, including process and governance

2019 – 2020
Seattle

Founding Designer
Mystery *(Series A startup; joined at Seed)*

- Led product and design strategy for a seed-stage entertainment marketplace
- Redesigned native app onboarding with a data-driven approach, increasing adoption 10%
- Rapidly iterated, tested, and pivoted the product through the pandemic

2018 – 2019
Seattle

Lead Designer / Design Manager
Egencia, an Expedia company

- Increased net revenue by about $9M via growth and cost-reduction tactics
- Managed 5 designers across the US, spanning 3 products
- Led team design strategy, process, projects, and recruiting initiatives

2013 – 2018
SF & Chicago

Management Consultant → Product Designer / Sr. Designer
PwC *(Strategy&, 2013–2015; Experience Center, 2015–2018)*

- Accepted to a 6-month internal design program and learned on the job
- Designed two zero-to-one "intrapreneurship" products

Skills

Design leadership

Growth strategy, design vision, hiring, team-building, mentorship, career development, interviewing, cross-functional collaboration, metrics-driven creative direction, organizational design, workshop facilitation, design ops

Individual contributor

Systems thinking, journey mapping, information architecture, prototyping, interaction and visual design, contextual research, unmoderated testing, A/B testing, localization, Figma, HTML, CSS

Education

Brigham Young University

2006 – 2013 · Provo, Utah

B.S. Business Management (Strategy emphasis); 3.8 GPA, Philosophy/Religion minor

Reforge

2022 – 2023 · Remote

Growth Series; Activation + Retention

Community

GrowthDesigners.co

2018 – Present

Started community Slack group. Helped grow it to 3,000+ members. Co-lead Growth Design School, the community's growth design course.

Speaking

Beyond UX Design podcast (2024); SaaStock, Austin, with Candu's CEO (2023); Grow the Product podcast (2023); GrowthDesigners community events

Church Community Leader

2018 – 2023

Volunteer leader of a 250+ person congregation: led weekly services, staffing, finances and audits, operations, and a youth program for teens 12–17